



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 838501

**Schedule Dates** 10/08/12-10/15/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11279  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 10/02/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/9-10/15/12  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,673.75  
**Net Total** \$66,151.25  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	82	\$77,825.00
<b>Grand Total:</b>	<b>82</b>	<b>\$77,825.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / SPOT	10/09/12-10/12/12	4	:30	48386- News @ 5am			1	1	1	1						St. Louis (KMOV) (KMOV)		6/25/12
1.1	Normal Line / SPOT	10/09/12-10/12/12	4	:30	48386- News @ 5am			1	1		1			2	\$85.00	\$170.00	St. Louis (KMOV) (KMOV)		10/2/12
1.1.1	Preempt	10/09/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
2.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	48386- News @ 5am		1							1	\$85.00	\$85.00	St. Louis (KMOV) (KMOV)		6/25/12
3.0	Revised Line / SPOT	10/09/12-10/12/12	2	:30	20015- News @ 6am M-F			1	1	1	1						St. Louis (KMOV) (KMOV)		6/25/12
3.1	Normal Line / SPOT	10/08/12-10/12/12	2	:30	20015- News @ 6am M-F		1	1		1	1			4	\$270.00	\$1,080.00	St. Louis (KMOV) (KMOV)		10/2/12
4.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20015- News @ 6am M-F		1							1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12
5.0	Revised Line / SPOT	10/09/12-10/12/12	2	:30	131968- CBS This Morning			2	2	2	2						St. Louis (KMOV) (KMOV)		6/25/12
5.1	Normal Line / SPOT	10/08/12-10/12/12	2	:30	131968- CBS This Morning		2	1	2	2	2			9	\$160.00	\$1,440.00	St. Louis (KMOV) (KMOV)		10/2/12
6.0	Revised Line / SPOT	10/15/12-10/15/12	2	:30	131968- CBS This Morning		2										St. Louis (KMOV) (KMOV)		6/25/12
6.1	Normal Line / SPOT	10/15/12-10/15/12	2	:30	131968- CBS This Morning		1							1	\$160.00	\$160.00	St. Louis (KMOV) (KMOV)		10/2/12
7.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	20132- CBS Sunday Morning								1	1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		6/25/12
8.0	Normal Line / SPOT	10/10/12-10/12/12	4	:30	137124- Katie				1		1			2	\$90.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12

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**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
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**Billing Type** Standard  
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**Package Deal**  
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**Commission** \$11,673.75  
**Net Total** \$66,151.25  
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9.0	Revised Line / SPOT	10/09/12-10/11/12	4	:30	20022- Price is Right			1		1							St. Louis (KMOV) (KMOV)		6/25/12
9.1	Normal Line / SPOT	10/08/12-10/11/12	4	:30	20022- Price is Right		1			1				2	\$180.00	\$360.00	St. Louis (KMOV) (KMOV)		10/2/12
10.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	20023- News @ 12noon M-F				1					1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)		6/25/12
11.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	20023- News @ 12noon M-F		1								\$225.00		St. Louis (KMOV) (KMOV)		6/25/12
11.0.1	Preempt	10/15/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -sys bmpd wellcare but this was lowest rate in TP	
12.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	12:27P- 1P (CT)			1			1			1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12
12.0.1	Preempt	10/12/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -bump rate	
13.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	1P- 2P (CT)					1				1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12
14.0	Revised Line / SPOT	10/09/12-10/11/12	4	:30	28663- Dr. Phil			1	1	1							St. Louis (KMOV) (KMOV)		6/25/12
14.1	Normal Line / SPOT	10/08/12-10/11/12	4	:30	28663- Dr. Phil		1		1	1				3	\$270.00	\$810.00	St. Louis (KMOV) (KMOV)		10/2/12
15.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	28663- Dr. Phil		1							1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12

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16.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	20029- Young and the Restless			1	1		1			3	\$720.00	\$2,160.00	St. Louis (KMOV) (KMOV)		6/25/12
17.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	20029- Young and the Restless		1							1	\$720.00	\$720.00	St. Louis (KMOV) (KMOV)		6/25/12
18.0	Revised Line / SPOT	10/09/12-10/12/12	2	:30	20054- News @ 5pm M-F			1	1	1	1						St. Louis (KMOV) (KMOV)		6/25/12
18.1	Normal Line / SPOT	10/08/12-10/12/12	2	:30	20054- News @ 5pm M-F		1	1	1	1	1			5	\$750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		10/2/12
19.0	Cancelled Line / SPOT	10/15/12-10/15/12	2	:30	20054- News @ 5pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		10/2/12
20.0	Revised Line / SPOT	10/09/12-10/12/12	2	:30	20055- News @ 6pm M-F			1	1	1	1						St. Louis (KMOV) (KMOV)		6/25/12
20.1	Normal Line / SPOT	10/08/12-10/12/12	2	:30	20055- News @ 6pm M-F		1	1		1	1			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)		10/2/12
21.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20055- News @ 6pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		6/25/12
22.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	20103- News @ 6pm Sa							1			\$180.00		St. Louis (KMOV) (KMOV)		6/25/12
22.0.1	Closed Preempt	10/13/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -higher rate BOD 6/25/12	
23.0	Revised Line / SPOT	10/09/12-10/12/12	2	:30	20053- Entertainment Tonight			1	1	1	1						St. Louis (KMOV) (KMOV)		6/25/12

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23.1	Normal Line / SPOT	10/08/12-10/12/12	2	:30	20053- Entertainment Tonight		1	1	1		1			4	\$850.00	\$3,400.00	St. Louis (KMOV) (KMOV)		10/2/12
24.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20053- Entertainment Tonight		1							1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		6/25/12
25.0	Revised Line / SPOT	10/15/12-10/15/12	1	:30	65960- How I Met Your Mother		1										St. Louis (KMOV) (KMOV)		6/25/12
25.1	Normal Line / SPOT	10/15/12-10/15/12	1	:30	6:57P- 8P (CT)		1							1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		7/31/12
26.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	7:58P- 9P (CT)		1								\$2,250.00		St. Louis (KMOV) (KMOV)		6/25/12
26.0.1	Closed Preempt	10/15/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12	
27.0	Normal Line / SPOT	10/09/12-10/09/12	2	:30	42783- NCIS			1						1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		6/25/12
28.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	107454- NCIS : Los Angeles			1							\$1,800.00		St. Louis (KMOV) (KMOV)		6/25/12
28.0.1	Closed Preempt	10/09/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -higher rate; BOD 6/25; p/e per Marty	

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29.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	66133- Criminal Minds				1						\$1,980.00		St. Louis (KMOV) (KMOV)		6/25/12
29.0.1	Closed Preempt	10/10/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12; Political	
30.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	20076- CSI Crime Scene Investigation				1					1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
31.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	124918- Person of Interest					1					\$1,800.00		St. Louis (KMOV) (KMOV)		6/25/12
31.0.1	Closed Preempt	10/11/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - Vice Pres Debate is airing	
32.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	135458- Elementary					1					\$1,800.00		St. Louis (KMOV) (KMOV)		6/25/12
32.0.1	Closed Preempt	10/11/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - Vice Pres Debate is airing	
33.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	54263- CSI: NY						1			1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		6/25/12
34.0	Normal Line / SPOT	10/12/12-10/12/12	2	:30	115389- Blue Bloods						1			1	\$2,250.00	\$2,250.00	St. Louis (KMOV) (KMOV)		6/25/12
35.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	54358- Crimetime Saturday							1		1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		6/25/12

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36.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	43181- 48 Hours							1		1	\$720.00	\$720.00	St. Louis (KMOV) (KMOV)		6/25/12
37.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	20141- 60 Minutes								1	1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		6/25/12
38.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	107455- Good Wife								1	1	\$1,620.00	\$1,620.00	St. Louis (KMOV) (KMOV)		6/25/12
39.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	99583- Mentalist								1	1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
40.0	Revised Line / SPOT	10/09/12-10/12/12	2	:30	20062- News @ 10pm M-F			1	1	1	1						St. Louis (KMOV) (KMOV)		6/25/12
40.1	Normal Line / SPOT	10/08/12-10/11/12	2	:30	20062- News @ 10pm M-F		1	1	1	1				4	\$1,500.00	\$6,000.00	St. Louis (KMOV) (KMOV)		10/2/12
41.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20062- News @ 10pm M-F		1							1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		6/25/12
42.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	20108- News @ 10pm Sat							1		1	\$400.00	\$400.00	St. Louis (KMOV) (KMOV)		6/25/12
43.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	119145- News @ 10:30pm							1		1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12
44.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	20789- News @ 10pm Sun								1	1	\$810.00	\$810.00	St. Louis (KMOV) (KMOV)		6/25/12
45.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	119144- News @ 10:30pm Sun								1	1	\$585.00	\$585.00	St. Louis (KMOV) (KMOV)		6/25/12
46.0	Revised Line / SPOT	10/10/12-10/12/12	4	:30	20063- Late Show with David Letterman				1		1						St. Louis (KMOV) (KMOV)		6/25/12

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### St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	82	\$77,825.00
<b>Grand Total:</b>	<b>82</b>	<b>\$77,825.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
46.1	Normal Line / SPOT	10/08/12-10/12/12	4	:30	20063- Late Show with David Letterman		1		1		1			3	\$200.00	\$600.00	St. Louis (KMOV) (KMOV)		10/2/12
47.0	Cancelled Line / SPOT	10/15/12-10/15/12	4	:30	20063- Late Show with David Letterman		1							1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		10/2/12
48.0	Normal Line / SPOT	10/09/12-10/11/12	4	:30	20027- Inside Edition			1		1				2	\$115.00	\$230.00	St. Louis (KMOV) (KMOV)		6/25/12
49.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	20027- Inside Edition		1							1	\$115.00	\$115.00	St. Louis (KMOV) (KMOV)		6/25/12
50.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	20110- St. Louis Country							1		1	\$65.00	\$65.00	St. Louis (KMOV) (KMOV)		6/25/12
51.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	20145- Entertainment Tonight - Weekend								1	1	\$70.00	\$70.00	St. Louis (KMOV) (KMOV)		6/25/12
52.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	6:57P- 8P (CT)					1				1	\$2,250.00	\$2,250.00	St. Louis (KMOV) (KMOV)		6/25/12
53.0	M/G For 31.0.1 / SPOT	10/11/12-10/11/12	1	:30	139780- Vice Presidential Debate	1				X				1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		9/10/12
54.0	M/G For 28.0.1 / SPOT	10/09/12-10/09/12	1	:30	107454- NCIS : Los Angeles	1		X						1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		9/10/12
55.0	M/G For 29.0.1 / SPOT	10/10/12-10/10/12	1	:30	66133- Criminal Minds	1			X					1	\$6,500.00	\$6,500.00	St. Louis (KMOV) (KMOV)		9/10/12
56.0	M/G For 22.0.1 / SPOT	10/13/12-10/13/12	1	:30	20103- News @ 6pm Sa	1						X		1	\$600.00	\$600.00	St. Louis (KMOV) (KMOV)		9/27/12
57.0	M/G For 26.0.1 / SPOT	10/15/12-10/15/12	1	:30	7:58P- 9P (CT)	1	X							1	\$7,500.00	\$7,500.00	St. Louis (KMOV) (KMOV)		9/27/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 838501

**Schedule Dates** 10/08/12-10/15/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11279  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 06/25/12  
**Last Modified** 10/02/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 10/9-10/15/12  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,673.75  
**Net Total** \$66,151.25  
**Sales Tax**

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
57.1	M/G For 26.0.1 / SPOT	10/08/12-10/08/12	1	:30	7:58P- 9P (CT)	1	X							1	\$7,500.00	\$7,500.00	St. Louis (KMOV) (KMOV)		10/2/12
58.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	48386- News @ 5am	1	X								\$85.00		St. Louis (KMOV) (KMOV)		10/2/12
58.0.1	Preempt	10/08/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: